

2021 Voter Registration Pilot Project



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Introduction

Introduction

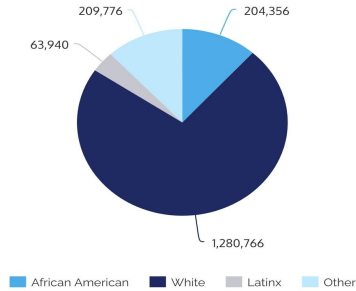
- Voter registration is important work that expands the electorate, combats voter suppression and can even help grow our Party.
- Jaime Harrison received 1.1 Million votes (the most votes any Democratic candidate has EVER received).
- The most significant way to change the political landscape is to register more voters.
- The more voters we register, the more voters we can turn out for our candidates on Election Day!

SC by the Numbers

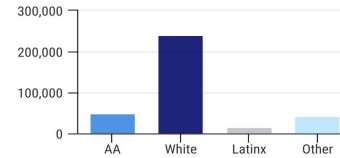
THE SOUTH CAROLINA DEMOCRATIC PARTY

Unregistered Voters

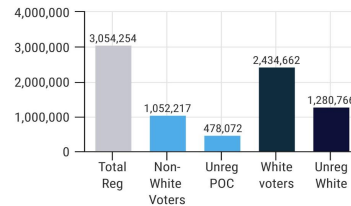
Racial Breakdown of unregistered voters in South Carolina



Potential Dem Unregistered by Race



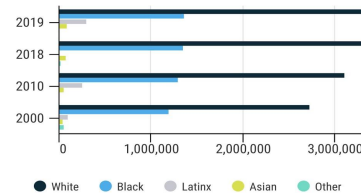
Registered Voters vs. Unregistered Voters



Voter Registration by the numbers

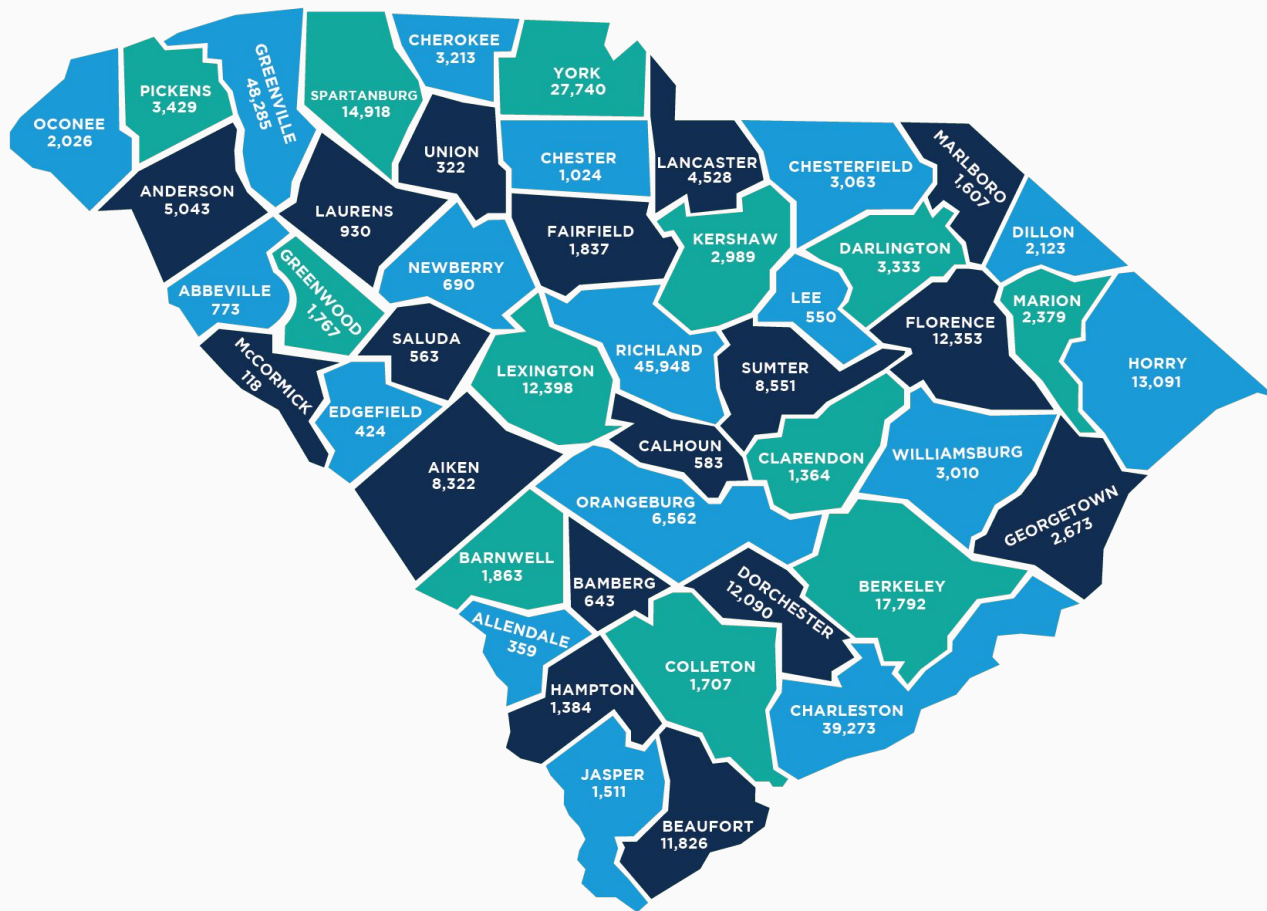
Registered voters by racial breakdown. Note SC defines any race other than White as Non-White. 2020 was the first year in SC history that over POC were registered to vote.

Population Growth



How the population has changed

South Carolina was the ninth fastest-growing state in 2018. In 2017 and 18 SC added more than 100,000 new residents.



Potential Dem unregistered voters by county

Strategies & Tactics to Register New Voters

What will organizers be doing

1. Direct Voter Contact (DVC)

- a. Recruit and Build Neighborhood Team Models
- b. Phone Banking
- c. Door to Door Canvassing
- d. Gathering the voters' issue and interest information

2. Digital Organizing

- a. Text Banking
- b. Social Media Engagement
- c. Email Engagement

Timeline

- **April - Testing Phase**
 - Acquire unregistered voter data and test through initial contact attempts to ensure accuracy.
- **May - Implementation Phase**
 - Fully deploy staff and resources in order to build county level infrastructure and begin to register voters.
- **June - Scaling Phase**
 - Scale county level infrastructure to continue registering voting at higher capacity while building out neighborhood teams, digital, and relational tactics.

County Priorities

- Initial investment of organizing staff will be placed in three counties:
 - Greenville (~50,000 unregistered voters)
 - York (~28,000 unregistered voters)
 - Sumter (~8,500 unregistered voters)
- These counties give us the ability to pilot our program in different regions, demographics, and urbanicity for strategy purposes.
- Though staff might not be in your county, we will still help you develop and implement your own voter registration programs if you are looking for support.

Budget

Total Cost for Pilot Phase

Staff & Admin - \$140,000

Equipment & Tools - \$84,000

Mail and Digital - \$30,000

Supplies Lit and PPE - \$50,000

Total - ~\$300,000

County Party Assessment

Assessing Capacity

1. A google form will be sent out by email over the next few days to help qualify the current capacity each county party has. Each county party should fill it out and by March 31st. If you need help filling out the form, we can set up a meeting to do so.
2. This assessment will be used to help the organizing team better understand how an organizer can work with existing county party structures to increase voter engagement.

Assessing Capacity Continued...

SCDP County Party Quarterly Assessment

This form is to be filled out Quarterly to keep an assessment of how each county party is doing in various areas that help to identify the STRENGTHS, WEAKNESS, OPPORTUNITIES, & TARGETS IN A COUNTY.

* Required

What County are you filling this form out for? *

Choose

Does the County Party have an office? *

- ☐ County Party has a permanent office.
- ☐ County Party gets a seasonal office or an office for election times.
- ☐ County Party does not usually have an office, and isn't looking to get one.
- ☐ County Party does not usually have an office, but needs help finding an office.

How does your county define the following phrase "ACTIVE VOLUNTEER"? *

Your answer

How many "ACTIVE VOLUNTEERS" does your county currently have? *

Your answer

How many "ATTENDEES" do your county party events generally have? *

Your answer

Assessing Capacity Continued...

How many precincts are organized in your county?

Your answer

How many precinct leaders do you have in total?

Your answer

How many of your precinct leaders are "ACTIVE VOLUNTEERS"?

Your answer

How many precincts are actively having precinct meetings?

Your answer

Does the county party partner with an business, non-profits, activists groups, or other county parties to sponsor/host events? *

- ☐ Yes
- ☐ No
- ☐ Don't know

Does the county party partner with an business, non-profits, activists groups, or other county parties to work on projects? *

- ☐ Yes
- ☐ No
- ☐ Don't know

Are there other areas of importance or concern we should be looking at outside of fundraising?

Your answer

Submit



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